Advance Program

THE ANNUAL RADIO CONFERENCE

"THE NEW LOOK IN RADIO"

February 26, 27, 28, 1948

Combined with

RADIO SALES TRAINING SEMINAR

February 29, March 1, 2

and

District Meeting of the

ASSOCIATION OF WOMEN BROADCASTERS

UNIVERSITY OF OKLAHOMA
NORMAN, OKLAHOMA

1948 THEME

The National Committee and the University of Oklahoma are interested in a practical, working conference which does not duplicate valuable meetings held by other groups other places. Rapid changes in broadcasting seem to call for "A New Look" at the whole field. The Conference itself, we think, wears a New Look this year, with an increased emphasis on clinics and seminars. The new location of the Conference is on a trial basis. We shall welcome frank appraisal of our new emphasis and trial location.

Most of all, we are anxious that a New Look at the problems we face will result in realistic sessions which can enrich our attitudes, increase our knowledge and improve our working skills. A new focus may not reveal new problems or new solutions, but should sharpen our vision. To this end we dedicate the Annual Radio Conference of 1948.

NATIONAL COMMITTEE

J. J. Bernard, KOMA, Oklahoma City

M. H. Bonebrake, KOCY, Oklahoma City

Para Lee Brock, WNOX, Knoxville, Tennessee

Rowland Broiles, Rowland Broiles Advertising Company, Fort Worth, Texas

Martin Campbell, WFAA, Dallas, Texas

Arthur Casey, WOL, Washington, D. C.

W. W. Charters, Stephens College, Columbia, Missouri

Charles F. Church, KMBC, Kansas City, Missouri

Jean Clos, WHAS, Louisville, Kentucky

Bob Compton, WCAZ, Carthage, Illinois

Vernon G. Dameron, National Education Association, Washington, D. C.

Elsie Dick, Mutual Broadcasting System, New York

Willard D. Egolf, Broadcast Management, Inc., Washington, D. C.

Robert Enoch, KTOK, Oklahoma City

Ray K. Glenn, Glenn Advertising Agency, Inc., Fort Worth, Texas

Lee Hall, Carter Advertising Agency, Inc., Kansas City, Missouri

Leslie S. Hauger, Watts, Payne Advertising, Inc., Tulsa, Oklahoma

Robert B. Hudson, Columbia Broadcasting System, New York

J. Soulard Johnson, KMOX, St. Louis, Missouri

Harold Kent, Kamehameha Schools, Honolulu, T. H.

William Levenson, Association for Education by Radio, Cleveland, Ohio

Dorothy Lewis, National Association of Broadcasters, New York

Ben Ludy, WIBW, Topeka, Kansas

Clark A. Luther, KAKE, Wichita, Kansas

Monty Mann, Tracy-Locke Company, Inc., Dallas, Texas

Jack N. Pitluk, Pitluk Advertising Company, San Antonio, Texas

Robert K. Richards, National Association of Broadcasters, Washington, D. C.

Harlow P. Roberts, Goodkind, Joice and Morgan, Chicago, Illinois

Lowe Runkle, Lowe Runkle Co., Oklahoma City

Robert Saudek, American Broadcasting Co., New York

P. A. Sugg, WKY, Oklahoma City

John W. Tinnea, KWK, St. Louis, Missouri

Keith Tyler, Ohio State University, Columbus, Ohio

Earl Williams, KFAB, Lincoln, Nebraska

William O. Wiseman, WOW, Omaha, Nebraska

GENERAL INFORMATION

Any interested person is invited to participate in the conference. A direct invitation is not necessary.

All meetings, unless otherwise noted, will be held at the Extension Center on the North Campus of the University of Oklahoma, Norman. Meals and rooms are available at cost in the Center. Advance reservations are advisable. Please be prepared to share a room if necessary.

Norman is on the main line of the Santa Fe railroad and several major bus lines. Oklahoma City is an air center for several major airlines; direct transportation from the Oklahoma City airport to the Extension Center will be provided if you will let us know the time of your expected arrival. Private planes may land at our Westheimer Field, adjacent to the Extension Center. Automobiles should turn west from Highway 77 at the north city limits of Norman; the North Campus entrance is easily identified.

PRELIMINARY PROGRAM

(As of February 1, 1948)

Thursday, February 26th

9:00 a.m. **Registration.** Lobby, Extension Center, North Campus.

10:30 a.m. **A Look at Transcribed Commercials,** Room B.
Chairman: Mr. Pitluk (tentative)
Speakers: "Preparing a Transcribed Spot Series," Mr. Leach.
"Instantaneous Recordings and Station Operation," Mr. Steele.
Panel: (tentative) Mr. Dallaire, Mr. Hoge, Mr. Politz, Mr. Wright.

12:00 noon **Luncheon. What Can a University Do For Radio: A New Look.** Room A.
Chairman: Mr. Batson.
Lead-off statement: Mr. Lawton.
Resource panel: Mr. Bernard, Mr. Bonebrake, Mr. Dangerfield, Mr. Hardy, Mr. Hudson, Mr. Mann, Mr. Rishworth, Mr. Sugg, Mr. Tinnea, Mr. Whan, Mr. Wiseman.

1:30- 3:30 p.m. **A Look at Local Problems,** Room B.
Chairmen: Mr. J. Johnson and Mr. Tinnea.
Speakers to be announced.

1:30 p.m. **Continuity Clinic,** Room C.
Chairman: Mr. Jones.

3:00 p.m. **A Look at Religious Broadcasting,** Room C.
Chairman: Mr. Chesnut.
Speaker: Mr. Zimmerman.

3:30 p.m. **The Agency Looks at the Station,** Room B.
Chairman: Miss Hall.
"What the Agency Expects of a Station," Mr. Mann.
"What Makes a Station a Good Buy," Mr. Dennis.

5:30 p.m. **Dinner, A Look at the International Picture,** Room A.
Chairman: Mr. Campbell.
Speakers: "North American Regional Allocation Problems," Commissioner Sterling.
"The Voice of America," Mr. D. Penn.

7:45 p.m. **A New Look at FM,** Room B.
Chairman: Mr. Hofheintz.
Speakers: to be announced.

Friday, February 27th

9:00-11:00 a.m. **A New Look at Public Relations,** Room B.
Chairman: Mr. Wiseman.
Speakers: Mr. Batson, Mr. Moe, Mr. Ryan.

9:00 a.m. **Registration.** Association of Women Broadcasters, 12th District meeting, Biltmore Hotel, Oklahoma City.

9:00 a.m.	**A Look at Advertising Agencies: A Job Analysis,** Room C. (Session for students) Chairman: Mr. Mann Panel: Mr. Runkle, Mr. Conroy.
10:00 a.m.	**Opening Session, AWB, 12th District.** Mirror Room, Biltmore Hotel. Welcome, Miss Benell. The Meaning of AWB, Mrs. Lewis. Proclamation of Governor Turner. Report on National AWB Conference, Miss Short.
11:00 a.m.	**A Look at the Future,** Room B. Chairman: Mr. Hauger. Speakers: "The Economic Outlook in the Southwest," Mr. B. Smith. "School Stations Take a New Look at the Future," Mr. Wegener.
11:00 a.m.	**A Look at Continuity Writing,** Room C. (Session for Students and Teachers) Chairman: Mr. Martin. Speaker: Mr. Duncan.
12:00 noon	**Luncheon. A Look at Editorializing,** Room A. Chairman: Mr. Ludy. Speaker: Mr. Sharpe.
12:00 noon	**AWB Luncheon,** Mirror Room, Biltmore Hotel. Honored Guests: Mr. Hood, Miss E. Johnson, Governor Turner, Dean J. S. Willey. Speaker: Mrs. Stephens, "Woman's Place in the Present Day World."
1:15- 3:15 p.m.	**A Look at the Schedule,** Room B. Chairman: Mr. Biggar. Tentative Speakers: "Better Early Morning Programs," Mr. Horton. "From 10:00 p.m. to Midnight," Mr. Moses. "The Independent Daytime Station," Mr. Pitchford. "The Use of Recordings in the Schedule," Mr. Alexander. "Disc Jockey Programs," Mr. Reed.
1:30 p.m.	**A New Look at Broadcast News,** Room A. Chairman: Mr. Eastman. Speaker: Mr. L. Penn. Respondants: Mr. Barrington, Mr. Mickelson, Mr. Shelly, Mr. Stringer.
2:30 p.m.	**AWB Panels on traffic, food, continuity, music and women's programs.** Biltmore Hotel.
3:15 p.m.	**The Sponsor Looks at the Station,** Room B. Chairman: Mr. Melville. Speakers: Mr. Keith, Mr. Ramsay (tentative), Mr. Cummings (tentative).
5:30 p.m.	**AWB bus leaves Biltmore for Norman.**
6:00 p.m.	**Dinner.** **A New Look at Promotion,** Room A. Chairman: Mr. E. Williams. Speakers: "Public Relations for the Radio Industry," Mr. Havens. "Merchandising and Promotion," Mr. Morris.

6:00 p.m.	**Dinner for visiting farm directors,** Oklahoma City. Host: Roy J. Turner, Governor of Oklahoma.
8:00 p.m.	**A New Look at Radio Law,** Room B. Welcome: Mr. Dangerfield. "Principles of Contract-Making," Mr. Keeton. "Important Factors in Radio Law," Mr. Moser.

Saturday, February 28th

9:00-11:00 a.m.	**A New Look at Measurement,** Room B. Chairman: Mr. Whan. "How Stations Can Cooperate with Research Organizations," Miss Zimmerman and Mr. Guyant. "The People Look at Radio," Mr. Baker or proxy. "BMB Looks Ahead," Mr. Feltis or proxy.
9:00 a.m.	**A Look at Campus Station Problems** Room C. (Intercollegiate Broadcasting System) Chairman: Mr. Clark. Speakers: "Technical Problems of Low-Powered Transmitters," Mr. Harmon. "Processing Accounts," Mr. Martin. "Organization and Personnel," Mr. Bachman. "Programming Problems," Mr. D. Williams.
9:00 a.m.	**Fashion Showing,** John A. Brown Company, Miss Barr, Coordinator.
10:30 a.m.	**A Look at City School Stations,** Room C. Chairman: Mr. Jennings. "Operation and Programming Problems at WBEZ," Mr. Jennings. Resource Panel: Miss Boyer, Mr. Leake, Mr. Will, Miss Wetzler, Miss Wolcott.
10:30 a.m.	**AWB bus leaves for Norman.**
11:00- 1:00 noon	**A New Look at Farm Broadcasting,** Room A. Broadcast, WKY, and Luncheon session. Chairman: Mr. Lemons. Speakers: Mr. Worcester, Mr. Beaty.
1:15 p.m.	**A New Look at Women's Programs,** Room B. Chairman: Miss Short. Tentative speakers: Miss Benell, Miss Gafton, Miss Lynn, Miss Richards, Miss Shearwood.
1:15 p.m.	**A Look at Music Copyrights,** Room C. (Session for students; open to others) Speaker: Mr. McDowell.
3:00 p.m.	**A New Look at Music,** Room B. Host-Chairman: Mr. Carpenter. Chairman of session **"Music and Attitudes,"** Mr. Harlow. Speakers: Dr. H. Smith, Mr. Dunham.
6:00 p.m.	**Dinner. A Forward Look at Television,** Room A. Entertainment. Chairman: Mr. Laurence. Oustanding speakers to be announced.

Sunday, February 29th

8:00 a.m.	**Breakfast,** Association for Education by Radio, and Alpha Epsilon Rho. Norman Courts Grill. Chairman: Mr. Rishworth.
9:00- 9:15 a.m.	**Opening of Sales Training Seminar,*** Mr. F. A. Palmer, Room B.
9:15-10:30 a.m.	**"Selling Radio,"** Mr. Davis, Room B.
10:30-10:40 a.m.	**Recess.**
10:40-12:00 a.m.	**"Selling Programs,"** Mr. Caley, Room B.
12:00- 1:00 noon	**Lunch period,** Room A.
1:00- 4:00 p.m.	**Individual Sales Clinics.** Rooms to be assigned.
4:00- 5:00 p.m.	**General Assembly—Sales Methods,"** Mr. Palmer. Room B.

Monday, March 1

9:00- 9:15 a.m.	**"Improving Our Sales Methods," Mr.** Curtis, Room B.
9:15-10:30 a.m.	**"Selling Open-end Transcriptions,"** Mr. Mason, Room B.
10:30-10:40 a.m.	**Recess.**
10:40-12:00 a.m.	**"Selling the Co-op Program,"** Mr. Day, Room B.
12:00- 1:00 noon	**Lunch period.** Room A.
1:00- 4:00 p.m.	**Individual Sales Clinics.** Rooms to be assigned.
4:00- 5:00 p.m.	**General Assembly—Sales Methods.** Mr. Palmer, Room B.

Tuesday, March 2

9:00- 9:15 a.m.	**"The Importance of Selling,"** Mr. Enoch, Room B.
9:15-10:30 a.m.	**"Working with the National Rep.,"** Mr. Knodel, Room B.
10:30-10:40 a.m.	**Recess.**
10:40-12:00 a.m.	**"The 10-Point Plan of Sales and Service,"** Mr. Palmer, Room B.
12:00- 1:00 noon	**Lunch period.** Room A.
1:00- 4:00 p.m.	**Individual Sales Clinics.** Rooms to be assigned.
4:00- 5:00 p.m.	**Summary and Review.** Mr. Palmer, Room B.
5:00- 5:05 p.m.	**Closing Statement.** Mr. Lawton, Room B.

*Fees payable to Fred A. Palmer Co., Cincinnati, Ohio.

List of Program Participants

(Expected, as of February 1, 1948)

John Alexander, General Manager, KODY, North Platte, Nebraska.

John Bachman, Director of Radio, Baylor University, Waco, Texas.

Kenneth Baker, Director of Research, National Association of Broadcasters, Washington, D. C.

Owen Balch, John Pearson Representatives, Chicago, Illinois.

Helen Barr, John A. Brown Company, Oklahoma City, Oklahoma.

Bruce Barrington, News Director, KXOK, St. Louis, Missouri.

Charles A. Batson, Director of Information, National Association of Broadcasters, Washington, D. C.

George C. Biggar, General Manager, Station KCRG-KCRK, Cedar Rapids, Iowa.

Layne Beaty, Farm Director, WBAP, Fort Worth, Texas.

Julie Benell, Woman's Editor, KOMA, President 12th District, Association of Women Broadcasters, Oklahoma City, Oklahoma.

J. J. Bernard, Manager, KOMA, Oklahoma City, Oklahoma.

Matthew Bonebrake, Manager, KOCY, Oklahoma City, Oklahoma.

Martha May Boyer, Drury College, Springfield, Illinois.

Charles C. Caley, WMBD, Peoria, Illinois.

Martin Campbell, Manager, WFAA, Dallas, Texas.

Paul S. Carpenter, Dean of College of Fine Arts, University of Oklahoma.

Lawrence J. Chestnut, KLPR, Oklahoma City.

F. Donald Clark, Asst. Professor, Radio Speech, University of Oklahoma.

Thomas F. Conroy, Thomas F. Conroy, Inc., Advertising, San Antonio, Texas.

Malcolm Cummings, Sales Manager, Duncan Coffee Company, Houston, Texas.

James R. Curtis, KFRO, Longview, Texas.

Victor J. Dallaire, Assistant Editor of Printers' Ink, New York, New York.

Royden Dangerfield, Vice-President, University of Oklahoma.

Harold Day, Sales Manager, American Broadcasting Company, New York, New York.

Don Davis, WHB, Kansas City Missouri.

E. W. Dennis, Potts, Calkins, Holden, Kansas City, Missouri.

James Duncan, University of Alabama, University, Alabama.

Edward Dunham, Producer of Voice of Firestone, National Broadcasting Company, New York, New York.

Bob Eastman, Director of News and Special Events, KOMA, Oklahoma City, Oklahoma.

Robert Enoch, Manager, KTOK, Oklahoma City, Oklahoma.

Hugh Feltis, President, Broadcast Measurement Bureau, New York, New York .

M. Wayland Fullington, Nelms and Fullington, Springfield, Missouri.

Martha Gafton, KFOX, Los Angeles, California.

J. L. Guyant, Conlan Company, Kansas City, Missouri.

Miss Lee Hall, Radio Director, Carter Advertising Agency, Kansas City, Missouri.

Ralph Hardy, KSL, Salt Lake City, Utah.

Roy Harlow, Station Relations, Broadcast Music Inc., New York, New York.

Robert Harmon, Harmon Electronics Company, Kansas City, Missouri.

Leslie Hauger, Watts, Payne Advertising, Tulsa, Oklahoma.

Dwight Havens, Chamber of Commerce, Hastings, Nebraska.

Roy Hofheintz, President, FMA, KOPY, Houston, Texas.

Cecil C. Hoge, Huber, Hoge & Sons, New York City, N. Y.

Paul Hood, Radio Editor, Oklahoman and Times, Oklahoma City, Oklahoma.

Hal Horton, KRLD, Dallas, Texas.

Robert Hudson, Director of Public Service, Columbia Broadcasting System, New York, New York.

George Jennings, WBEZ, Board of Education, Chicago, Illinois.

Edith Johnson, Feature Writer, Oklahoman and Times, Oklahoma City, Oklahoma.

J. Soulard Johnson, KMOX, St. Louis, Missouri.

Bill Jones, The Branham Company, Dallas, Texas.

W. Page Keeton, Dean, Law School, University of Oklahoma.

Robert Keith, Director of Advertising, Pillsbury Mills, Minneapolis, Minnesota.

J. W. Knodel, Avery-Knodle, Inc., New York, New York.

James Laurence, KSD, St. Louis, Missouri.

Sherman P. Lawton, Coordinator of Radio Instruction, University of Oklahoma.

Jack Leach, Director of Radio, Lowe Runkle Company, Oklahoma City, Oklahoma

H. H. Leake, Director, Radio Service, Oklahoma A. & M College, Stillwater, Oklahoma.

Edd Lemons, Farm Director, WKY, Oklahoma City, Oklahoma.

Ben Ludy, WIBW, Topeka, Kansas.

Rena Lynn, Pitluk Advertising Company, San Antonio, Texas.

Monty Mann, Tracy-Locke Agency, Dallas, Texas, Vice-President Southwestern Association of Advertising Agencies.

Leo Martin, Director of Radio, University of Alabama, Tuscaloosa, Alabama.

Lin Mason, Springfield, Ohio.

Charles F. McDowell, District Manager, American Society of Composers, Authors and Publishers, Dallas, Texas.

Clyde B. Melville, Taylor-Howe-Snowden, Dallas, Texas.

Sig Mickelson, WCCO, Minneapolis, Minnesota.

Anton Moe, Promotion Manager, KELO, Sioux Falls, South Dakota.

E. L. Morris, Vice-President, Pabst Sales Corp., Chicago, Illinois.

J. G. Moser, Moser and Lavine, Los Angeles, California.

Leroy Moses, Commercial Manager, KADA, Ada, Oklahoma.

Martin R. O'Brien, Manager, WMRO, Aurora, Illinois.

Fred A. Palmer, Fred A. Palmer Co., Cincinnati, Ohio.

David Penn, Special correspondent, Voice of America, U. S. State Dept. Washington, D. C.

Lester Penn, The Daily Oklahoman and Oklahoma City University.

Louis C. Pitchford, Jr., KGAF, Gainesville, Texas.

Jack N. Pitluk, President, Pitluk Advertising, San Antonio, Texas.

Alfred Politz, St. Louis Research Agency with Edward Petry, St. Louis, Missouri.

Lawrence Ramsay, Advertising Manager, Division, South Texas Cotton Oil Co., Houston, Texas.

Vernon Reed, KFH, Wichita, Kansas.

Norma Richards, WSPD, Toledo, Ohio.

Thomas D. Rishworth, Director of Radio, University of Texas, Austin, Texas.

Lowe Runkle, Lowe Runkle Co., President, Southwestern Association of Advertising Agencies.

Jack Ryan, Manager, Press Division, National Broadcasting Company, Chicago, Illinois.

Virgil Sharpe, KOIL, Omaha, Nebraska.

Lucille Shearwood, Federal Advertising Agency, New York.

Jack Shelley, WHO, News Director, Des Moines, Iowa.

Violet Short, KTSA, President, 13th District, AWB, San Antonio, Texas.

Bernard Smith, Consulting Economist, Dallas, Texas.

Dr. Henry Clay Smith, Dept. of Psychology, Hamilton College, Clinton, N. Y.

John Steele, Manager, KWCO, Chickasha, Oklahoma.

George E. Sterling, FCC Commissioner, Washington, D. C.

Arthur Stringer, Director of Special Services, National Association of Broadcasters, Washington, D. C.

P. A. Sugg, Manager, WKY, Oklahoma City, Oklahoma.

Hugh Terry, KLZ, Denver, Colorado.

John Tinnea, KWK, St. Louis, Missouri.

Roy J. Turner, Governor of Oklahoma.

Ed Wegener, Station WOI, Iowa State College, Ames, Iowa.

Josephine Wetzler, Educational Director, WLS, Chicago, Illinois.

Forest Whan, University of Wichita, Wichita, Kansas, Whan Survey.

Edgar G. Will, Jr., Instructor, Radio Dept. Baylor University, Waco, Texas.

Dean John S. Willey, St. Paul's Cathedral, Oklahoma City, Oklahoma.

Don Williams, Wichita University, Wichita, Kansas.

Earl Williams, Lincoln Manager, KFAB, Lincoln, Nebraska.

William O. Wiseman, Promotion Manager, WOW, Omaha, Nebraska.

Elizabeth Wolcott, Educational Director, WBBM, CBS, Chicago, Illinois.

Charles Worcester, President, Rural Farm Directors, Station WMT, Cedar Rapids, Iowa.

William E. Wright, Wright Radio Productions, Chicago, Illinois.

Freda Zimmerman, Conlan Co., Kansas City, Missouri.

Thomas F. Zimmerman, Director of Radio, Assemblies of God Radio Hour, Springfield, Missouri.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.